



LEO BURNETT COMPANY, INC.
OFFICE MEMO
DO NOT GIVE OR ACCEPT ORAL INSTRUCTIONS

F/u

January 17, 1991

TO: File

CC: Ms. K. Ring - 34
Ms. C. Michelotti - 34

FROM: Lisa Walsh

Re: "Void" Language On PM Order Forms

Per Ginny Murphy today, all premium items that are offered to smokers without a purchase price should include the language, "Offer void where prohibited, licensed or taxed". In cases where the client is offering multiple premiums (more than one item not manufactured by PM) in a national offer, one of the following statements must be included: "Offer void to residents of Kansas, Wyoming and wherever else prohibited, licensed or taxed", or "Residents of Kansas and Wyoming need not submit UPCs. Offer void where prohibited, licensed or taxed."

Ginny also stated that any time an offer is made with a required purchase price, with or without a UPC requirement, the word "taxed" should not be included in the "void" language. The language for these types of offers should read, "Offer void where prohibited or licensed."

Lisa
Lisa Walsh

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